New Nouveau Brunswick
CANADA

Canada-New Brunswick Labour Market Agreement

Annual Plan

Fiscal Year 2011/2012

Post-Secondary Education, Training and Labour
September 2011

"The New Brunswick Department of Post Secondary Education, Training and Labour (PETL) ensures the New Brunswick workforce is competitive by making strategic investments in people through innovative programs, services and partnerships. PETL also contributes to a fair, equitable, productive and inclusive environment in which to learn, work and live."

The Labour Market Agreement (LMA) represents an important agreement that offers the province the opportunity and flexibility to provide training opportunities and skills development to New Brunswickers who were previously unable to gain access to programs and services. It supports PETL's Adult Learning and Employment Division's mandate and will assist us in meeting our goals of preparing our workforce now and for tomorrow.

The Adult Learning and Employment Division is mandated:

- To support the delivery of adult literacy and learning programs and services in partnership with the voluntary and private secotrs
- To deliver programs and services that are aimed at assisting unemployed New Brunswickers acquire the skills and employment experience necessary to secure full-time employment;
- To assist New Brunswick employers find the right individuals for their jobs;
- To help individuals and organizations find solutions to ongoing changes in the workplace created by new economic conditions

Canada – New Brunswick Labour Market Agreement Plan Overview

Prior to the beginning of each fiscal year during the period of the Canada-New Brunswick Labour Market Agreement (LMA), New Brunswick agrees to develop and share an annual plan relating to its eligible programs with the Government of Canada, and make it public by October 1st. This document contains the details and strategies that the Government of New Brunswick (GNB) through PETL will pursue for the fiscal year 2011-2012.

Labour Market Challenges

Over the course of 2010, labour market indicators have been fairly weak. The labour market and economy in New Brunswick have been sluggish since the end of the recent recession. Through the "recovery period" in the year following the recession, New Brunswick's labour market lost ground. The declines in employment and increases in unemployment have continued through 2010 and into the beginning of 2011. Some regions of New Brunswick have been disproportionately negatively affected due to economic disparities that are both cyclical and structural in nature. Demographics continue to be a looming issue for the province as the population ages and overall population growth is minimal.

Employment is contracting: After being one of only two provinces to experience a slight increase in its employment levels in 2009 (up 200, when most regions of the country recorded significant declines), employment in NB declined by 3,400 jobs in 2010. Over the same period, the level of unemployment (number of people actively searching for work) in the province rose (+5.2%) by an estimated 1,800 people. These changes led to an increase in the unemployment rate (+0.5 percentage points to 9.5%) and a decrease in both the participation rate (-0.6 p.p. to 63.6%) and the employment rate (-0.9 p.p. to 57.1%).

Over the first couple of months of 2011, the negative labour market trends have continued. The size of the labour force has declined by 4,000 or 1.0% when you compare the first two months of this year to the same period last year. The number of people employed has declined by 1,500 or 0.4%. Meanwhile, the number of people unemployed continued to increase. The unemployment rate has continued increasing through the first couple months of 2011, while the participation rate and employment rate continue to decrease.

Unemployment is rising: Between 2007 and 2010, the number of persons unemployed in the province grew by 25.5% (roughly 7,400 persons). As of February 2011, there were some 38,600 persons unemployed in the province; this is up 7.5% (2,700) over the same month last year and up 18.4% (6,000) over October 2009 (the end of the last recession).

Occupational forecasts are not projecting improvements in employment in the near to mid-term.

Labour Markets are transforming in NB and across Canada: The economy is shifting further towards the services-producing sector. The goods-producing sector accounted for 22.4% of total employment in 2010, down from 34.6% in 1976. Adjusting for inflation, GDP in the goods-producing industries has fallen by 576.8 million between 2006 and 2009. Over the same period, GDP in the services-producing industries grew by approximately 780.5 million. Some sectors have undergone transformation as a result of the cyclical effects of the recession (temporary loss of markets), whereas others have been changing due to ongoing structural changes in the general economy (permanent loss of markets).

Some traditional sectors of the economy have undergone significant structural shifts in recent years. As an example, the manufacturing sector in NB accounted for approximately 43,000 jobs at its peak level of employment in January 2004 but by February of 2011, employment in this sector had declined by 11,000 positions (to 32,000). This sector has been hit hard by the rising Canadian Dollar, high energy prices and increasing foreign competition. Similar factors have hurt the tourism and forestry sectors of the province.

So why are these shifts happening now and not at the beginning of the recession.

According to our latest Labour Market Analysis Branch occupational forecast (a significant readjustment of the most recent Canadian Occupational Projection System (COPS) forecast), over the next several years, employment growth is expected to languish, partially a result of dwindling investments in the province.

Large scale investments in the province have fallen: Capital spending intentions of private and public organizations in the province continue to fall as a result of the last global recession. Private and public investment intentions for capital construction, machinery and equipment are lower for 2011 than they were pre-recession in 2008 (5.6 billion in 2011, 6.5 billion in 2008). New Brunswick has 97 projects in APEC's major projects inventory, totaling $17.7 billion. The inventory value is 27% lower than last year. Energy-related projects account for 53% of all potential investment. The value of current-year spending in 2010 is up 2% to $2.75 billion as strong growth in public investment and spending at the potash mine in Sussex offset lower spending in manufacturing. Public sector capital spending (excluding Point Lepreau) accounts for 61% of current-year spending in 2010, up from 30% in 2008.

In addition, since the beginning of 2009, NB has lost a number of planned major projects of significant value, most of which were not slated to begin until the 2011-12 period. Irving Oil

decided not to go forward with plans to build a second oil refinery in Saint John (valued at over $8 billion) and cancelled plans for a new $30 million dollar HQ office complex that was to be built on the waterfront of Saint John. Cost overruns and construction delays with the Point Lepreau Nuclear Reactor refurbishment near Saint John cast significant doubts around the prospects of the province building a second reactor onsite, something the province was seriously exploring (valued at $4 billion). These projects were expected to provide a significant economic boom for the Greater Saint John region and fuel numerous spinoffs in the province for years to come.

Construction employment in New Brunswick reached a record high level in 2010, rising 25 percent from 2008. Industrial work, mining sector investment and nuclear plant refurbishment helped bolster employment through the economic downturn in 2009. The continuation of major industrial and energy sector projects, as well as new stimulus-related activity concentrated in highway and bridge construction, water and waste water work, and port improvements, propelled non-residential construction employment to record levels in 2010. Following the completion of most major projects and stimulus-funded work in 2011, non-residential employment is expected to cycle downward significantly until private sector investment picks up again.

Export growth is expected to slow again, after slowing significantly in 2009: New Brunswick relies on export industries to bolster the economy, over the last decade exports on average accounted for 40% of NB's GDP (27% for Canada as a whole), and within that sector the province is hugely dependent on the US market. In 2010, approximately 88% of NB exports were sent to the United States.

Between 2009 and 2010, exports in the province rose by 27.5% to reach $12.6 billion, only $177 million lower than what was recorded in 2008 (our pre-recession high). The highest levels for exports were recorded in 2008 where the value of NB exports reached approximately $12.8 billion and represented 46.8% of New Brunswick's GDP. In 2009 there was a substantial drop in exports; the value of exports fell to $9.9 billion, representing only 35.9% of NB's GDP.

In examining the nature of those exports, the largest single component of the $12.6 billion recorded in 2010 is comprised of energy products at $8.3 Billion. For the period of 5 years covering 2006 through 2010, energy products represented 62% of the annual value of exports from the province.

Unfortunately for 2011, the value of the Loonie has stayed above parity with the US dollar for most of the year (as of the middle of March), and the US economy continues to struggle. Therefore NB export growth is expected to slow to 3% or under in 2011, and that is only if the US economy continues to show some signs of improvement.

The growth in average weekly wages is slowing, at the same time inflation is increasing: In 2009 and 2010, growth in average weekly wages for all industries slowed to 2.5% and 1.6% respectively. This is after average weekly wages had grown by more than 3.0% in 2006, 2007 and 2008. Conversely for the first time since 2005, the consumer price index (inflation) grew faster than average weekly wages. In 2010, the consumer price index grew by 2.1% while at the same time average weekly wages only grew by 1.6%. High fuel prices and rising global food prices are expected to push inflation higher in 2011.

Some regions of the province have been disproportionately affected: Since, the beginning of the last recession (October 2008 – February 2011), the Northeast, Northwest, and the

Southeast economic regions have lost a disproportionate share of employment, over the October 2008 to February 2011 period. The Northeast economic region had lost 8,200 net jobs (a 15.8% decline); the Northwest economic region had lost 7,700 net jobs (a 12.9% decline); and the Southeast economic region had lost 6,900 net jobs (a 10.7% decline). Over the same timeframe, the other two economic regions in the province (Central and Southwest) had only lost a combined 2,600 net jobs.

Demographics are changing: Demographic forecasts produced by Statistics Canada show that NB has a rapidly-aging population. The New Brunswick population is currently 752,814 (as of October 1st 2010) and is expected to continue growing modestly for some time. While different models vary slightly, current trends in declining birth rates and aging residents all point to a slowing population in the future. The NB population is older than the Canadian average: the NB median age in the 2006 census was 41.5 years, whereas the 2006 median age for Canada was 39.5 years. Recent projections suggest that the number of people in the 24 years of age or younger group will decrease from approximately 208,700 (or 27.7% of the total population) in 2010 to 193,500 (or 23.5% of the total population) in 2031. As well, it is predicted that the core working age population (ages 25-54) will decrease from 315,200 (or 41.9%) in 2010 to 288,400 (or 35.1%) in 2036. The older worker population (55-64) is expected to decrease from 109,000 (or 14.5%) in 2010 to 98,800 (or 12%) in 2036. Seniors (65+) are the only age group that is predicted to grow over the next 26 years, from 119,700 (or 15.9%) in 2010 to 241,600 (or 29.4%) in 2036. These revised population projections released by Statistics Canada anticipate that over the next 26 years New Brunswick's overall population will increase by 69,400, to peak at approximately 820,000 by 2036.

LMA Priority Areas

The NB 2011-12 LMA funds have been allocated to meet the labour market needs of the province while recognizing the challenges of reduced funding levels in an environment of fiscal responsibility. Funding will be used to support our provincial goals of job creation and increased economic development by supporting residents to obtain the needed training, support the expansion of employment opportunities, and the creation of effective human resources policies and practices in our employer and sector communities.

Although the effects of the global recession are still being felt in the province we are confident that the right supports will ensure that we attract and retain a skilled workforce that will actively participate in our economic recovery. We have identified the promotion of literacy as a key component of this annual plan and will invest a significant proportion of the funding to community adult learning services. Employers will also receive support to assist in increasing literacy levels of current staff through the Workplace Essential Skills program. Assisting employed residents through this training will help people perform the tasks required by their occupation, provide a foundation for learning other/new skills, and enhance their ability to innovate and adapt to workplace change.

Employment programming, designed to educate our workforce, create new employment opportunities, and support student learning experiences, is also a priority area within the plan. Within this area the focus will be on providing education and practical training to clients to assist in increasing skills and labour force attachment.

PETL will continue to work closely with employers, communities, government, and sector groups to identify skill gaps and requirements and to develop collaborative solutions to address them. Joint ownership of the responsibility for labour force development ensures that targeted

programs and services meet the specialized skills or requirements of our differing industries and employers throughout the Province

Funding Allocation for Provincial Programs

New Brunswick has developed and implemented with the support of the Labour Market Development Agreement (LMDA), the LMA and provincial funding, programs that are designed to address identified labour market issues. These programs and services provide guidelines and measures to ensure that PETL clients receive effective and efficient access to training, work experience, labour market information, and support.

LMA Funding

Under the Canada-New Brunswick LMA in 2011-2012, NB will receive $11,020,000 in base funding which is to be used to provide training opportunities and skills development for residents who are unable to gain access to programs under the LMDA. Two specific sources of programs are identified within the agreement:

1) Employment programs for employed, unemployed and under-employed workers and
2) Literacy training for low skilled workers who possess less than high school or literacy levels 1 or 2.

The following table summarizes the LMA funding for 2011-2012:

Funding	Amount
LMA Agreement	$11.02M
Literacy Re-Profile and Carry-Forward	$2.61M
Total LMA Funding	**$13.63M**

2011-2012 LMA Annual Plan Funding Details

EMPLOYMENT PROGRAMS **2011-2012 Allocation $5,991,721**

Workforce Expansion – Employer Wage Subsidy

The Employer Wage Subsidy component is a collaborative effort which brings our clients, unemployed New Brunswickers, together with employers. The program helps build employer and employee relationships to further the development of our unemployed by gaining skills which will ultimately result in long-term sustainable full-time employment. In an effort to assist marginalized unemployed clients who are not eligible for Employment Insurance (not EI eligible), the province will use LMA funding in the Workforce Expansion program to provide wage subsidies to businesses who hire individuals from select groups. For these individuals, the employer will receive an enhanced wage subsidy at 70% of the hourly wage to a maximum of $8.00 for 12 weeks. The select groups include: Recent Post-secondary Graduates, Persons with Disabilities, Aboriginals, Social Assistance Recipients, Visible Minorities, and Newcomers.

Objectives

- To stimulate the creation of long-term employment opportunities in the private sector;
- To assist unemployed individuals secure sustainable employment;
- To stimulate the hiring of individuals from select groups in New Brunswick.

Client Eligibility

Employee:

- Must be unemployed, not EI eligible and a member of a select group; or
- Must be unemployed and not EI eligible
- Must not be an immediate family member of the employer (spouse, child, parent, brother, sister), nor can they be an officer or a director of the organization or a member of their immediate families.

Employer:

- Must be a private sector company, non-profit organization or First Nation
- Must intend on retaining the individual on a full-time basis after the wage subsidy period ceases
- Must be prepared to provide on-the-job training

Outcomes

- Increase in the number of unemployed, non-EI individuals from select groups who become gainfully employed and self-sufficient
- Assist employers in finding individuals to fill job vacancies

Clients Served

- Based on an average cost per placement of $3,840 (12 weeks x 40 hours x $8.00/hr), it is anticipated that 416 unemployed non-EI eligible clients will be served through the LMA funding. Additional clients will be assisted through the LMDA.

Funding Allocated

- **$1,600,000**

Work Ability

This program provides unemployed individuals with short-term workplace opportunities, to help them develop the skills necessary to find and maintain sustainable employment. Particularly, the program targets individuals who need work exposure to overcome a barrier as identified through their employment action plan.

Objectives

- To provide unemployed New Brunswickers, who are case managed, with appropriate skills to obtain work;
- To assist unemployed New Brunswickers, who are case managed, with an opportunity for career exploration to establish a career goal;
- To provide unemployed New Brunswickers, who are case-managed and have long-term employment barriers, with work experience to help them commit to a long-term employment action plan.

Client Eligibility

- Participants must have developed an employment action plan with an Employment Counselor

Outcomes

- Increase the number of New Brunswickers who find sustainable employment and an attachment to the labour force as a result of receiving case management and financial assistance in support of a training intervention.

Clients Served

- We expect to be able to help as many as 115 clients through the Work Ability program.

Funding Allocated

- Based on an average cost per placement of $3,468 and serving 115 clients, the total cost allocated from the LMA for this component will be **$400,000.**

Summer Employment Experience and Development (SEED)

The SEED Program provides assistance to students and youth under three components:

Summer Employment Placements (provincial program)
Student Entrepreneurship (provincial program); and
Provincial Government Co-operative Placements (CO-OP).

For the purposes of the Labour Market Agreement, the component that would be utilized under the SEED program is the CO-OP component. The Provincial Government Co-operative Placements component encourages placements in the public sector for students who are enrolled in a recognized college or university co-operative education program. Such programs formally integrate a student's academic studies with work experience. The usual plan is for the student to alternate periods of experience in a field related to their program of studies. Placements occur throughout the fiscal year with usually three intakes, one during the summer, one in the fall period and one around January.

Objectives

- To provide students with work experience related to their skills and education.

Client Eligibility

Client:

- Students must be currently enrolled in a recognized college or university co-op program (www.cafce.ca).
- Students must be attending an educational institution on a full-time basis

Employer

- The employer eligibility is restricted to provincial government departments, school districts, community colleges and hospital corporations.

Outcomes

- Increase the number of Co-op placements for Co-op students within the public sector;
- Provide a work experience and a labour force attachment for post-secondary students within the province;
- Assist in retaining post-secondary students within the province

Clients Served

- It is anticipated that unemployed, non-EI eligible clients will be assisted with these increased Co-op placements.

Funding Allocated

- Based on an average cost per placement of $6,739 and serving 89 clients, the total cost allocated from the LMA for this component will be **$600,000.**

Training and Skills Development (TSD)

The focus of TSD is to support clients entering training or educational programs that will allow them to return to work or to become ready to enter the workforce. For the 2011-2012 plan this will consist of two programs – literacy upgrading and support for post-secondary training interventions.

Objectives

- The objective of the TSD program is to provide case managed individuals with access to appropriate training and educational opportunities related to current and emerging employment opportunities.

Client Eligibility

Clients deemed eligible for literacy and/or Workplace Essential Skills (WES) training at International Adult Literacy Survey (IALS) Level- 2 will need to meet the following eligibility criteria:

- Must be unemployed and non-EI eligible
- Must be lacking employability skills
- Must be case managed
- Must have a viable employment action plan (i.e. be able to complete literacy and WES training at IALS Level 2 – Grades 7-9 within 1 year)

Clients deemed eligible for TSD training funding will need to meet the following eligibility criteria:

- Must be unemployed and non-EI eligible
- Must be lacking employability skills
- Must be case managed
- Must have a viable employment action plan

Outcomes

Literacy Upgrading:

- Increase the number of individuals who finish high school, receive a General Education Development (GED) diploma, or complete literacy and WES training at IALS Level 2
- Increase the number of individuals who finish high school, receive a GED diploma, or complete literacy and WES training at IALS Level 2 and subsequently enrol in post-secondary training

Regular TSD Programming:

- Increase in the number of New Brunswickers who are gainfully employed and self-sufficient as a result of receiving financial assistance in support of a training intervention.

Clients Served
- It is anticipated that 377 eligible clients will be supported through LMA funding.

Funding Allocated
- Based upon the proportion of clients served under the 2010-2011 TSD programs, it is estimated that 377 clients could be served with the budget of **$1,953,500.**

Employment Services – Labour Market Research and Analysis (LMRA) component of Adjustment Services

LMRA is an Adjustment Services component used to improve the capacity to deal with human resources requirements (i.e. labour force imbalances) through means such as human resource planning and research. LMRA involves the analysis of human resource supply and demand, the identification of trends and emerging issues, and the identification of skills gaps and barriers to hiring and retaining appropriate human resources.

Objectives
- To provide funding resources to a group or organization who wants to undertake a very specific initiative that is assessed as likely having a positive impact on the labour market.

Client Eligibility
- In order to receive LMRA funding a formal request must be approved by PETL. Activities under LMRA are usually not funded for individual companies but rather for associations representing sectors or a group of companies.

Outcomes
- Outcomes are determined on a case-by-case basis as per each objective of individual contracts

Clients Served
- N/A

Funding Allocated
- PETL has allocated $938,221 to provide funding for Adjustment Services throughout the province on an 'as needed' basis.

Administration

Implementation and monitoring of the LMA plan requires additional resource allocations to ensure the programs and services are developed and delivered efficiently. It is also essential that we evaluate the effectiveness of these programs to our clients, to our partners, and to our service providers to ensure that we achieve the highest level of client satisfaction and effectiveness.

Centrally, capacity for program design, delivery, and evaluation will be allocated to ensure that monitoring, program review support functions are implemented and maintained. ($150,000)

Regionally, professional development of the employment counsellors will be allocated to ensure our clients continue to receive the highest quality of service. ($45,000)

In order to collect and report the required information as detailed within the LMA Agreement PETL must support an effective information management system that will allow access to our

staff and service providers. An allocation will be made for technical changes and upgrades. ($305,000)

Funding Allocated - **$500,000**

COMMUNITY ADULT LEARNING SERVICES **2011-2012 Allocation $7,640,878**

The focus of Community Adult Learning Services (CALS) is on providing adults the skills needed for further training or employment.

The program has two objectives:

- Provide adults with low literacy skills and/or formal credentials deficits access to appropriate training and educational opportunities;
- Increase the employability of adults who have low literacy skills and essential skills and/or lack formal credentials.

The Province through PETL offers adult learning and literacy training (grade levels 1-9 and GED preparation) through the Community Adult Learning Network (CALNet) – 12 incorporated non-profit regional organizations with the mandate to deliver community adult learning and literacy services throughout the province.

Workplace Essential Skills (WES) training was introduced/developed in 2009-10 and is now being provided throughout the province. WES training, based on Human Resource Development Canada's (HRSDC) nine essential skills, provides an accelerated pathway of training for lower skilled, lower educated adults who need to improve their overall competencies to increase their employment prospects or employment retention. The accelerated pathway is built on an approach that uses Prior Learning Assessment and Recognition (PLAR), WES training and a workplace placement for employable learners.

Literacy and WES Training

Community Adult Literacy Training

Given the challenges that the province is facing with literacy levels, through the use of LMA funding, the province will continue to support provision of community adult literacy training (grade levels 1-9 and GED preparation) to employable clients.

The LMA funding will be used to maintain the province's support for community adult literacy training to include employable clients who are not EI/Reachback.

Objective	• To increase literacy skill levels by providing literacy training
Client Eligibility	• Must be employable and non-EI eligible • Must have literacy skills deficits
Outcomes	• Increase the number of individuals who receive a GED diploma, or complete literacy training at IALS Level 2.

Clients Served
- It is anticipated that 1060 employable, non-EI eligible clients will be provided literacy training under the LMA.

Funding Allocated
- Based on an average cost of $3,200 per client, the funds allocated to training costs under this component from the LMA in 2011-12 is **$3,400,000.**

Community Adult Digital Literacy Training

The rapid development and adoption of digital technologies is changing the way we work, learn and communicate. From social networking to the workplace, digital skills are becoming increasingly important in today's society.

Digital literacy training is recognized as an important step to ensure that adult learners in New Brunswick acquire the skills they need to access, use and understand digital technology in order to participate fully in an increasingly digital society.

The goal of the program is to enhance the basic digital literacy skills of adult learners so they can benefit from the digital economy and derive new opportunities for employment, innovation, creative expression and social inclusion.

Objectives
- To increase the basic digital literacy skills of adult learners
- To reach out to more learners
- To provide seamless quality digital literacy services that meet the needs of adult learners (community and workplace)

Client Eligibility
- Non-EI eligible employable or employed individuals who have digital literacy skills deficits.

Outcomes
- Increase the number of individuals who receive training and acquire basic digital literacy skills.
- Increase in the number of employers offering digital literacy training to the target client group.

Clients Served
- It is anticipated that more than 1000 employable and employed clients will be provided digital literacy training under the LMA.

Funding Allocated
- **$300,000**

Workplace Essential Skills

Given the challenges the province faces with low literacy and essential skill levels of the existing workforce, the province will continue to deliver the WES Program. The Service Delivery Model includes:

WES Central Office Team that manages and coordinates the overall program and provides support to the WES Regional Teams.

WES Centers of Excellence (2) located in Saint John and Bathurst that provide expertise related to the development of learning content and tools (occupational profiling, PLAR, curriculum, measurement and evaluation) and provide leadership related to trainer training capacity.

Regional WES Teams that coordinate delivery of regional WES training by working with employers and/or community partners in the development of WES training initiatives to ensure appropriate monitoring and evaluation and promote the WES Program at the regional level through networking and local marketing.

The WES Program provides learners and employers the following services:

- Workplace Needs Assessment
- Prior Learning Assessment (PLA)
- Learner Needs Assessment
- Individualized WES Learning Plan
- Customized training
- Learner Post-Assessment

Funding will be assigned to the WES Program to assist clients with the following:

- Workplace Essential Skills (WES): reading text, document use, numeracy, writing, oral communication, working with others, computer use, continuous learning and thinking skills.

Objectives	• Improve adult literacy and essential skills levels in the province, especially employed individuals. • To increase skill levels/employability by providing WES training.
Client Eligibility	• Non-EI eligible employable or employed individuals who have low levels of literacy and essential skills.
Outcomes	• Increase the literacy and essential skills of employable and employed individuals. • Increase in the number of employers offering literacy and essential skills training to the target client group.
Clients Served	• It is anticipated that 800 learners will receive WES services in collaboration with approximately 50 employers. (Average cost of $3,800/client)
Funding Allocated	• **$3,114,378**

Skills Development Support – NB Public Libraries Services

Adult Literacy Collection - Allocation of LMA funds to support the purchase of library materials for adult learners and adult literacy. Funds also support the purchase of library materials on topics related to essential skills and employability that could be of particular interest to adult learners. Examples of topics include: resume writing, interview preparation, job searching, career counselling and career information, skills development, career planning, entrepreneurship.

Funding Allocated - **$100,000**

Program Administration

Implementation and monitoring of the above LMA activities requires administrative resource allocations to ensure the programs and services are developed and delivered efficiently. It is essential that we monitor and evaluate the effectiveness of these programs to our clients, to our partners, and to our service providers to ensure that we achieve the highest level of client satisfaction and effectiveness. In order to collect and report the required information as detailed within the LMA agreement, PETL's Community Adult Learning Services Branch must develop and support an effective information management system.

Funding Allocated - **$726,500**

Stakeholder Engagement

Consultation Exercise

The Annual Plan outlines the priorities for LMA funds for 2011-12. This section will provide an overview of consultations that lead to the decisions made on how to best allocate the LMA funds for this fiscal year and act as a guide for the years following.

The government of New Brunswick and this department is committed to engaging citizens and stakeholders in creating the direction and focus of government interventions. This plan is the result of consultations held throughout the previous year both in a formal and informal setting. We understand the responsibility of the effective management of the LMA funds and have the mandate and desire to ensure that it is spent to provide the best outcome for all of our clients.

Consultations have occurred both within the province and throughout the country as we strive to examine all opportunities and leverage best practices. Throughout the life of this plan we will continue to meet with our stakeholders and colleagues to ensure that we meet the LMA goals and exceed them.

Internal and interdepartmental consultations continuously take place as New Brunswick strives to maximize its labour force to meet challenges of today's labour market and into the future. These consultations have taken place through formal and informal meetings, working groups, and strategic planning processes (that have led to an Adult Literacy Strategy and a draft Workplace Essential Skills Strategic Plan).

PETL has also received input from all of the Divisions within the Department. Effective service delivery can only be accomplished by the inclusion and awareness of all aspects of this Department.

PETL's seven regional offices across the province play an important role in these consultations, working to identify best practices and gaps in programs and services to clients everyday. Our Regional Directors and staff live in the communities in which they work. They are committed to improving the economic situation in those communities and their consultations are regular and ongoing with stakeholders in their cities, towns and villages. Consultations with their regional partners include Enterprise Networks, Regional Development Corporation, organizations working for underrepresented groups like the CNIB, multicultural associations, Aboriginal communities and private skills training operators.

We have received input into the plan through other government plans and priorities which were developed and continue to be validated by stakeholders. Examples include:

- The Poverty Reduction Strategy
- The Action Plan to Transform Post-Secondary Education

PETL has excellent working relations with its partners and has benefited from the expertise of these stakeholders and more:

- Human Resources and Skill Development Canada
- Local Service Canada Offices
- Social Development
- Post Secondary Education Institutions
- Employers
- Business New Brunswick
- Community Business Development Corporations

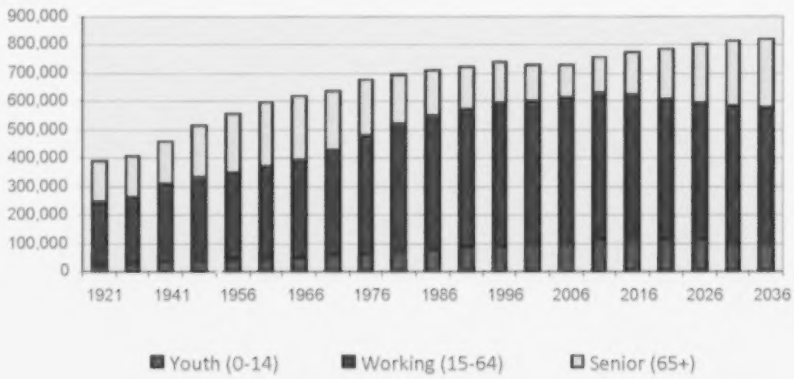
The commitment is in place to ensure that PETL staff continues to work closely with inter-governmental and external stakeholders to ensure that LMA funds provide appropriate services to our clients that meet the provincial and departmental strategies.

New Nouveau Brunswick CANADA

Appendix 1: Profile of New Brunswick's Labour Force

New Brunswick population is currently 753,232 and expected to continue growing modestly for some time. While different models vary slightly, current trends in declining birth rates and aging residents all point to a slowing population in future. NB population is expected to peak at approximately 820,000 persons by 2036.

Graph 1: Age Distribution of NB Population
1921-2006 Census and 2011-2036 Projections



The structure of the NB population has shifted over the past century. The proportion of senior persons in 1921 was smaller, with a growing youth population compared to the working age groups. The post-war "baby boom" produced a large population increase over the 1950's & 1960's. However, since that time period, the number of children born, and hence the relative proportion of the youth population has decreased dramatically. Meanwhile, the relative size of the senior population has been growing consistently. As can be seen in the figure above, the youth component is shrinking, and forecast to continue shrinking. When New Brunswick eventually reaches the forecasted peak, an aging population means that both actual number and proportion of working age persons will shrink. This combination of trends to yield both a shrinking and aging workforce places New Brunswick in a vulnerable position.

Population Trends: New Brunswick				Canada
Census Years	1996	2001	2006	2006
Total Population	738,130	729,495	729,995	
Median Age	35.5	38.6	41.5	39.5
Total Dependency Ratio	0.475	0.458	0.448	0.457
Youth dependency	0.289	0.26	0.235	0.257
Senior dependency	0.186	0.198	0.214	0.2

New Brunswick population is now older than the Canadian average: The New Brunswick Median age in 2006 Census was 41.5 years whereas the 2006 Median age for Canada was 39.5 years.

To understand and describe population structure, a measure called Dependency Ratio is used. Dependency ratios are based on the idea that "youth" under 15 are likely to be dependants, and "seniors" over 65 are more likely to be retired. When numbers of "youth" or "seniors" are compared to numbers of "working age" persons (15-64), these ratios allow easier comparison of changing population structures over time.

At first glance, the NB dependency ratio doesn't appear to be changing much. Between census years 1996 – 2006, the total dependency ratio dropped only slightly. However, the total dependency ratio masks a major shift in the population where youth proportions are dropping quickly, and are being replaced by senior age groups. In relation to Canadian average ratios, the New Brunswick youth component is smaller and the New Brunswick senior component is larger.

Another way to view this situation is to examine changing dependency ratios over time. The graph below shows dependency ratios for the same data as presented in the bar graph in Graph 1.

Calculating Population Dependency Ratios

"Youth" = Persons aged 0-14 Years
"Working Age" = Persons 15 - 64 Years
"Senior" = Persons aged 65+ Years

Total Dependency Ratio = (Youth + Senior) / Working Age

Youth Dependency Ratio = Youth / Working Age

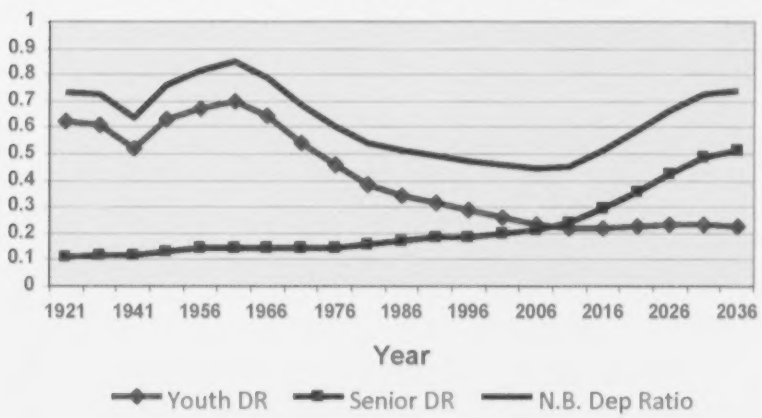
Senior Dependency Ratio = Senior / Working Age

In 2006 the NB Dependency Ratio was 0.448. This means that for every person of working age, there are 0.448 persons of dependent age.

Projections for New Brunswick population in 2036 herald a total dependency ratio approaching 0.74

In the 1920's, the senior population was relatively small compared to the total population, so the dependency ratio was also small. Youth in that timeframe were relatively large compared to the working age, so the dependency ratio was quite large. The wartime period is strongly reflected with a drop in Youth dependency, and the post-war baby boom is also clearly shown with a large increase in the ratios. Growth was steady for the senior age groups throughout the observed census time period, which is reflected in a steady increase in the dependency ratio.

Graph 2: New Brunswick Dependency Ratios
1921-2006 Census and 2011-2036 Projections



New Brunswick is at a demographic crossroads. The children of the post-war era are currently entering age cohorts in the senior categories. Since there were such large numbers of baby-boom children, pending increases in the senior dependency ratio are dramatic. The youth population will not offset these trends. As these two trends converge, there is danger of stunting economic growth as the working age labour force shrinks.

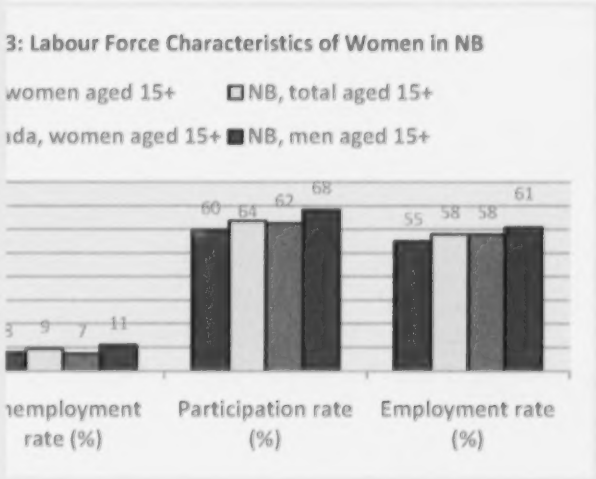
Women (15 years and older) Source: LFS, 2010

- Women have a lower labour force participation rate than men in New Brunswick (59.5% compared to 68.1%) and across Canada (62.4% compared to 71.7%).

- Women's employment rates are lower than men's, by a gap of more than 5.8 percentage points.

- Women have a lower unemployment rate than men, both in New Brunswick and across Canada.

- Part-time employment accounts for a larger share of women's employment (21.2%) in NB than men's (9.6%). The proportion of women's employment made up by part-time work is lower in NB than in Canada as a whole (27.3%).



- Women and men in NB have similar levels of educational attainment; however, women have a somewhat lower share of individuals with less than a high school diploma (23.6%) than men (26.1%) and a somewhat higher share of PSE certificates, diplomas or degrees (47.8% and 45.3% respectively).

- The average annual wage for women is $32,712.68, compared to $42,131.96 for men.

	NB women, 15+	NB men, 15+
Population	318,300	298,400
Labour force	189,300	203,200
Employment	174,900	181,200
Full-time employment	*137,900*	*163,800*
Part-time employment	*37,000*	*17,400*
Unemployment	14,400	22,000
Not in labour force	129,000	95,200
Unemployment rate	7.6	10.8
Participation rate	59.5	68.1
Employment rate	54.9	60.7

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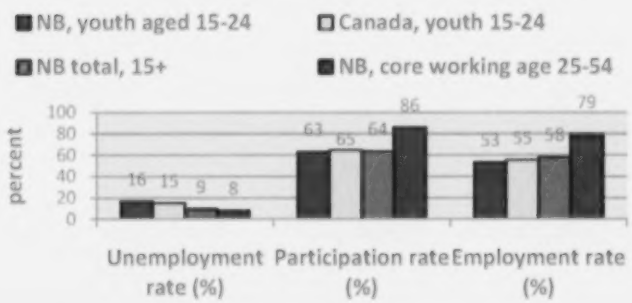
Youth (15-24) Source: LFS, 2010

- Youth in New Brunswick have a higher unemployment rate (16%) than other workers in the province and than the UR for youth across Canada (15%).
- NB youth have a slightly lower participation rate (63%) than the working age population (15+) in NB (64%); they also have a lower employment rate (53% compared to 58%).
- The labour force characteristics of the core working age population (25-54) are much stronger than for youth (15-24).

Graph 4: Labour Force Characteristics of Youth in NB



- Youth employment accounts for 13.6% of all employment in NB, and 14.9% of the total working age population.
- The majority of youth who work are employed on a full-time basis; however the proportion working part-time (39.6%) is higher than many other groups.
- The proportion of youth with less than a high school diploma (37.5%) is much higher than the share of the working age population (15+) with less than high school (24.8%).
- The share of youth with a high school diploma as their highest level of schooling is similar to the working age population.
- The share of youth with some post-secondary education (21.3%) is much higher than the share of the working age population (8.3%); however the share of youth with a post-secondary certificate, diploma or degree is much lower (19.2% compared to 46.6% respectively).
- New Brunswick youth have similar levels of educational attainment as youth in Canada.

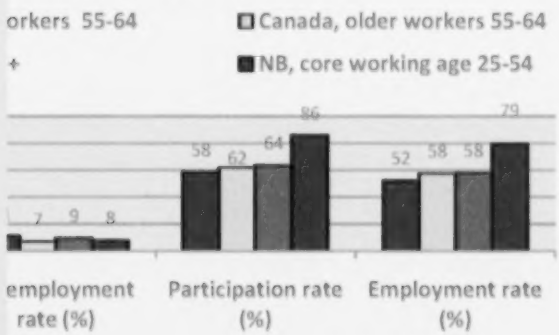
	NB Youth, 15-24	NB, total 15+
Population	91,900	616,800
Labour force	57,900	392,500
Employment	48,500	356,100
Full-time employment	29,300	301,700
Part-time employment	19,200	54,400
Unemployment	9,400	36,400
Not in labour force	34,000	224,200
Unemployment rate	16.2	9.3
Participation rate	63	63.6
Employment rate	52.8	57.7

- The average annual wage for youth is $18,496.40, compared to $37,358.36 for the working age population (15+).

Older Workers (55-64) Source: LFS, 2010

- Older workers in NB have a lower employment rate (52%) and participation rate (58%) than OW across Canada or the working age population in Canada.
- There are large gaps in participation (28% pts.) and employment (27% pts.) rates between OW and the core working age population (25-54) in NB.
- The majority of older workers are employed on a full-time basis, while 17.6% work part-time.

5: Labour Force Characteristics of Older Workers in New Brunswick



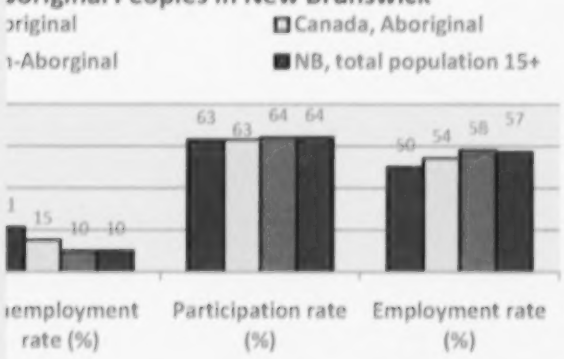
- The share of older workers with less than a high school diploma (25.5%) is somewhat higher than that of the working age population (24.8%), and the share of older workers with a high school diploma is slightly lower (20.0% compared to 20.3%).
- The share with some PSE is much lower for older workers than the working age population (4.6% and 8.3% respectively) and the share of older workers with a PSE certificate, diploma or degree (50.1%) is slightly higher than the working age population (46.6%), while it is considerably lower than the core working age population, 25-54 (57.8%).
- Older workers have an average annual wage of $37,499.80, slightly higher than the working age population ($37,358.36).

	NB Older Workers, 55-64	NB total working age 15+
Population	107,200	616,800
Labour force	62,800	392,500
Employment	56,300	356,100
Full-time employment	46,400	301,700
Part-time employment	9,900	54,400
Unemployment	6,600	36,400
Not in labour force	44,400	224,200
Unemployment rate	10.8	9.3
Participation rate	58.05	63.6
Employment rate	52	57.7

Aboriginal People Source: 2006 Census

- Aboriginal people comprise 2.4% (17,655) of N.B.'s population (2006)
- In New Brunswick, Aboriginal people (21%) have a much higher unemployment rate than the non-Aboriginal population (10%), even though the participation rates of the two groups are almost equal.
- It is clear that Aboriginal people face barriers to employment that extend beyond barriers to increasing labour force participation.

ıph 6: Labour Force Characteristics of ɔoriginal Peoples in New Brunswick



- NB's Aboriginal population lags behind the national average for Aboriginal people in terms of Unemployment rate and employment rate.
- In NB, Aboriginal people have a much larger share (21% compared to 15%) of individuals with less than a high school diploma (39.2%) than the non-Aboriginal population (29.2%).
- Aboriginal people have a lower share with high school diplomas (21% compared to 26.1%).
- Aboriginal people in NB have a larger proportion of Apprenticeship / Trades Certificates (14.6%) than the non-Aboriginal population (10.7%), and the attainment of a college certificate or diploma is similar between Aboriginals and non-Aboriginals (16% and 17.6% respectively).
- There is a significant gap in the attainment of university certificates, diplomas or degrees between Aboriginal people (9.1%) and the non-Aboriginal population (16.4%).

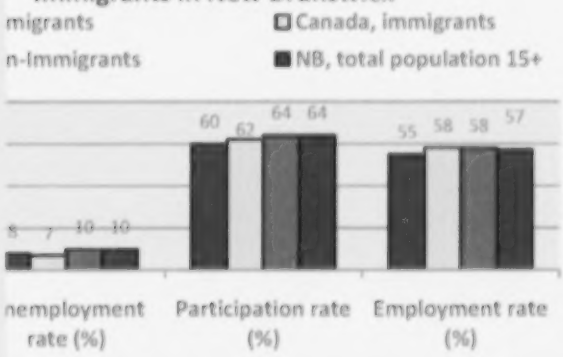
	NB, Aboriginal	NB, non-Aboriginal
Population	13,200	588,220
Labour force	8,280	374,685
Employment	6,555	338,215
Unemployment	1,720	36,475
Not in labour force	4,920	213,535
Unemployment rate	20.8	9.7
Participation rate	62.7	63.7
Employment rate	49.7	57.5

- The average annual income for Aboriginal people in the province is $19,549, compared to $28,643 for non-Aboriginals.

Immigrants Source: 2006 Census

- In 2006, there were 26,400 immigrants residing in NB; 24,605 of those are part of the working age population (15+).
- In NB, immigrants lag behind the non-immigrant population in participation and employment rates; however, immigrants have a lower unemployment rate than the non-immigrant population in NB.
- The labour force characteristics of immigrants in NB are relatively close to those for immigrants across Canada.

aph 7: Labour Force Characteristics of Immigrants in New Brunswick



- In NB, the share of immigrants (17%) with less than a high school diploma is smaller than the share of the non-immigrant population (30%).
- The proportions of those with high school diplomas, trades certificates and college diplomas are similar between immigrants and non-immigrants.
- A much larger share of the immigrant population (32%) in NB has a university certificate, diploma or degree, compared to the non-immigrant population (15%).
- The average income for immigrants in the province is $32,607, which is higher than non-immigrants ($28,313).

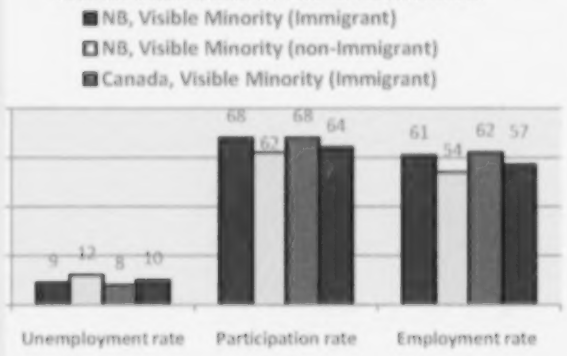
	NB, Immigrants	NB, non-Immigrants
Population	24,605	574,550
Labour force	14,665	367,235
Employment	13,520	330,300
Unemployment	1,140	36,930
Not in labour force	9,945	207,315
Unemployment rate	7.8	10.1
Participation rate	59.6	63.9
Employment rate	54.9	57.5

Visible Minorities Source: 2006 Census

- In NB, visible minorities who are immigrants have stronger labour market characteristics than non-visible minorities, while visible minorities who are not immigrants have slightly weaker employment, participation and unemployment rates than non-visible minorities.

- The labour force characteristics of immigrant visible minorities in New Brunswick are on par with visible minority immigrants from the rest of Canada.

Graph 8: Labour Force Characteristics of Visible Minorities in New Brunswick



- In NB, non-immigrant visible minorities have lower employment rates and higher unemployment rates than non-visible minorities and than immigrant visible minorities.

- The proportion of individuals with less than a high school diploma in NB is equal for visible minorities (30%) and non-visible minorities (30%), but is much lower for immigrant visible minorities (14%).

- Visible minorities (31%) have a higher share of high school diploma as their highest level of schooling than non-visible minorities (26%) or than immigrant visible minorities (18%).

- The share of visible minorities and non-visible minorities with a university certificate, diploma or degree is equal (15%), while the share of immigrant visible minorities with a university credential is much higher (53%).

	NB, Visible Minority, immigrant	NB, Visible Minority, non-immigrant	NB, non-visible minority
Population	5,130	3,505	591,455
Labour force	3,465	2,160	376,865
Employment	3,150	1,900	339,290
Unemployment	320	260	37,580
Not in labour force	1,660	1,345	214,590
Unemployment rate	9.2	12.0	10.0
Participation rate	67.5	61.6	63.7
Employment rate	61.4	54.2	57.4

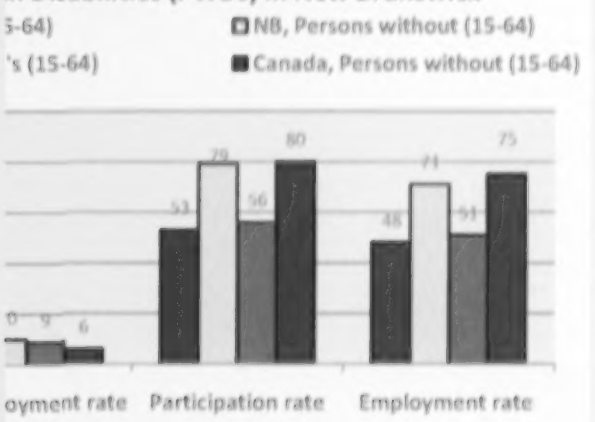
Persons with Disabilities (15-64)

Source: 2006 Census

- Persons with disabilities (PWD's) represent approximately 10.0% of the entire employed labour force in New Brunswick (33,790 of the 337,620 employed).

- Persons with disabilities (PWD's) in New Brunswick have a much lower labour force participation rate than persons without disabilities in New Brunswick (53.4% compared to 79.4%) and across Canada (56.2% compared to 82.0%).

9: Labour Force Characteristics of Persons h Disabilities (PWDs) in New Brunswick



- PWD's employment rates are significantly lower than persons without disabilities, with a gap of more than 26 percentage points (53.4% compared to 79.4%).

- PWD's have a higher unemployment rate than persons without disabilities, both in New Brunswick and across Canada.

- PWD's (33.5%) have a larger share with less than a high school diploma than persons without disabilities (23.2%); however, persons without disabilities (27.3%) have a larger share of those with a high school diploma as their highest level of schooling (compared to 23.4% for PWD).

- PWD's (13.0%) have a larger share of people with an apprenticeship/trades certificate than persons without disabilities (10.3%).

- Persons without disabilities (36.8%) have a much higher share of post-secondary credentials (certificate, diploma or degree) than PWD (29.3%).

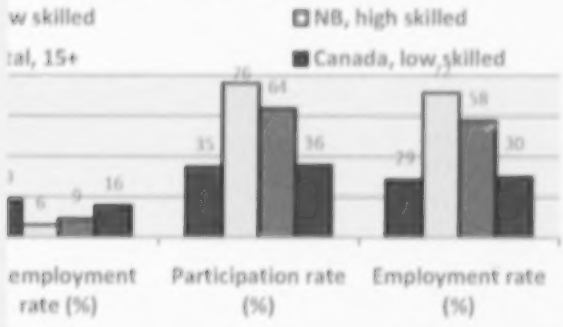
	NB PWD's, 15+	NB Persons without Disabilities, 15+
Population	70,950	423,670
Labour force	37,910	336,420
Employment	33,790	303,830
Unemployment	4,110	32,590
Not in labour force	33,040	87,250
Unemployment rate	10.8	9.7
Participation rate	53.4	79.4
Employment rate	47.6	71.7

Low Skilled Workers Source: LFS, 2010

- Low skilled workers (individuals with less than a high school diploma), provincially and nationally, have much weaker labour market characteristics than the highly skilled population (those with a Post-Secondary certificate, diploma, or degree).

- Low skilled workers (19%) in NB have a much higher unemployment rate than the high skilled population (6%).

10: Labour Force Characteristics of Low Skilled Workers in New Brunswick



- The participation and employment rates of low-skilled workers are much lower than the high skilled population.

- New Brunswick has a larger share of working age individuals with less than a high school diploma (24.8%) than Canada as a whole (20.2%).

- Canada has a higher share of its working age population (51.8%) with post-secondary education credentials (certificates, diplomas or degrees) than NB (46.6%).
    - The share of the working age population with some PSE is similar in NB and Canada.

	Less than High School	Total - all levels of education
Population	153,000	616,800
Labour force	57,900	392,500
Employment	47,700	356,100
Full-time employment	33,400	301,700
Part-time employment	14,200	54,400
Unemployment	10,200	36,400
Not in labour force	95,000	224,200
Unemployment rate	18.6	9.3
Participation rate	34.8	63.6
Employment rate	28.6	57.7

New Nouveau Brunswick
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Appendix 2: New Brunswick's Future Labour Market Demand

Since the latter half of 2008, the world has faced the worst global economic and financial crisis in the last 60 years. The collapse of international financial institutions started a global recession from which no country or region was immune.

This environment had a significant impact on the economies and labour markets of all jurisdictions in Canada. Fortunately, New Brunswick faired rather well during the latest economic downturn. Most New Brunswick economic indicators have posted a modestly better performance than for Canada in 2009. New Brunswick was one of only three provinces to report increased employment levels. Average weekly earnings growth outpaced the national average for the fourth consecutive year and Real GDP in New Brunswick only declined by 0.5% in 2009 compared to 2.6% for all of Canada.

However, it is important to not lose sight of the looming demographic shifts that are afoot. The New Brunswick population's median age is continuing to age faster than the national average. All the while the youth population is shrinking and leaving the province, in part because there are not enough good new job opportunities here to entice them to stay. Even though the size of the New Brunswick population has increased for the last 12 consecutive quarters, there are still two major demographic challenges looming. First, the population growth in the province is not keeping pace with the rest of the country, and given most federal transfers are based on a per capita basis, this creates significant funding challenges for future provincial governments. Second, the bulk of the baby boom generation is quickly reaching the age of retirement, which is going to create unprecedented retirement and recruitment pressures for many businesses and organizations in the province.

Provincial Analysis

Provincially, there are expected to be approximately 77,358 total job openings over the 10 year period from 2008 to 2018 and given that overall employment over this period is expected to decline by 5,200 positions, it is safe to assume that the bulk of these job openings will be a result of attrition (replacement demand) and not new job growth (expansion above existing levels).

Over the 2008 to 2018 period, six industries (Forestry; Mining; Professional, Scientific & Technical Services; Management, Administrative and Other Support; Health Care and Social Assistance; Information, Culture and Recreation; and Public Administration) are forecasted to expand by approximately 13,730 positions, while the other eleven industries are forecasted to decline by approximately 18,930 positions, resulting in the net loss of 5,200 positions overall. This means that only 17.7 per cent (or 13,730) of these projected job openings are expected to be new job opportunities generated by industry growth. More than 82 per cent (or 63,628) of the projected total job openings over this period will be a result of attrition (replacement demand). The projected average annual growth rate for all occupations is -0.1 per cent.

More than three quarters (78.1%) of the projected total job openings between 2008-2018 (due to a combination of new growth and attrition) are expected to require some form of post-secondary education.

New Nouveau Brunswick CANADA

Sectoral Analysis

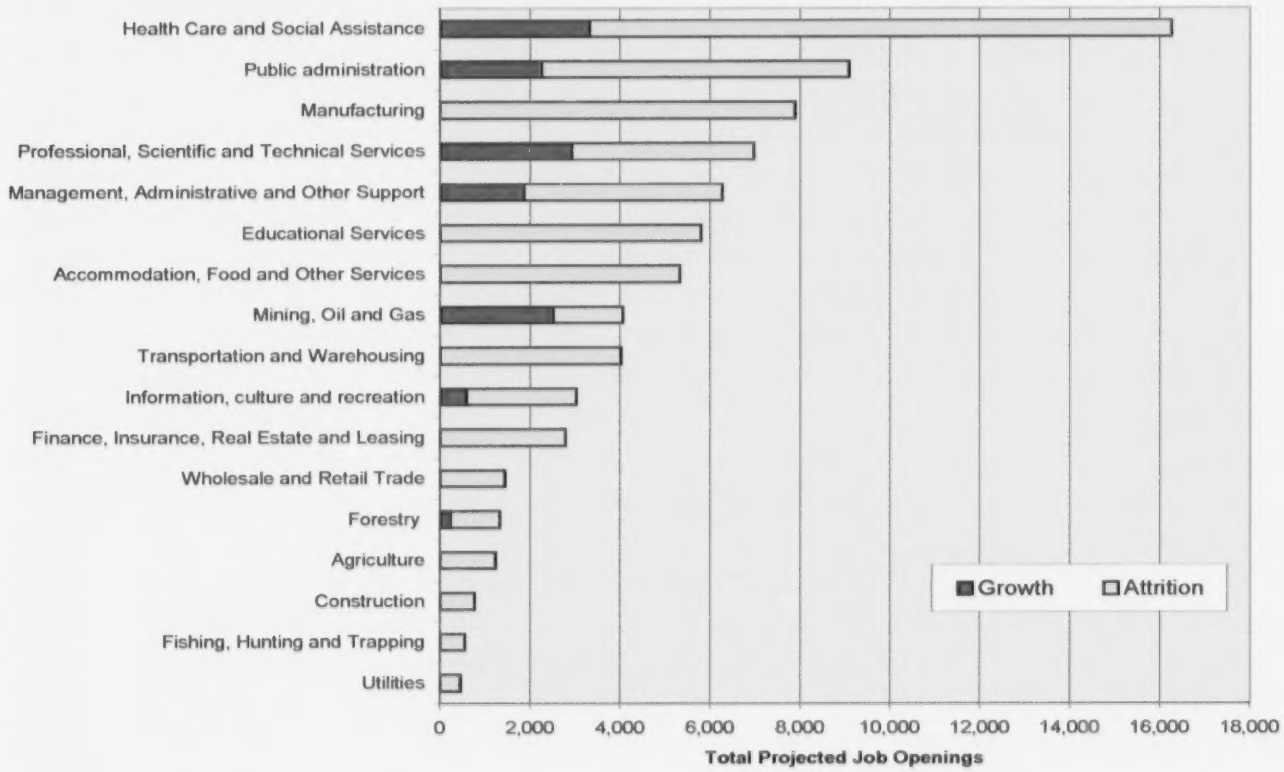
At an industry level, employment demand is expected to grow in only six industry groups. Both the service and goods producing sectors are expected to lose more jobs than they create over the forecast period. The major industry groups that are projected to experience the fastest growth rates are the Mining, Oil and Gas; Professional, Scientific, and Technical Services; and Public Administration sectors. Employment demand is expected to contract for some industry groups, including the Utilities; Construction; Wholesale and Retail Trade; and Finance, Insurance, Real Estate & leasing sectors.

PROJECTED EMPLOYMENT DEMAND GROWTH BY SECTOR AND MAJOR INDUSTRY GROUP FOR NB, 2008-2018

Major Industry Group	New Jobs	Average Annual Employment Growth
Agriculture	-9	0.0%
Forestry	231	0.6%
Fishing, Hunting and Trapping	-1	0.0%
Mining, Oil and Gas	2,522	4.2%
Utilities	-655	-1.4%
Construction	-4,137	-1.9%
Manufacturing	-721	-0.2%
Total Goods-Producing Sector	**-2,768**	**-0.3%**
Wholesale and Retail Trade	-8,120	-1.5%
Transportation and Warehousing	-975	-0.5%
Finance, Insurance, Real Estate and Leasing	-1,216	-0.8%
Professional, Scientific and Technical Services	2,930	1.6%
Management, Administrative and Other Support	1,869	0.9%
Educational Services	-1,073	-0.4%
Health Care and Social Assistance	3,327	0.6%
Information, culture and recreation	585	0.5%
Accommodation, Food and Other Services	-2,023	-0.5%
Public Administration	2,265	0.9%
Total Service Sector	**-2,431**	**-0.1%**
All Industry Groups	**-5,200**	**-0.1%**

The other important component of future employment demand, in addition to industrial employment growth, is the need to replace workers who are leaving the workforce permanently as a result of retirement or death (attrition). As presented in the next chart, replacement demand pressure will not be felt evenly across all industry groups. In New Brunswick, some industry groups are expected to face significant pressure to replace older workers who are going to retire over the outlook period. For example, based on the projections, total job openings in a number of sectors will be totally based on attrition because a number of industries are forecasted to have negative job growth over the projection period. There are other industries, like Healthcare and Social Assistance and Public Administration, which are expected to require a large number of new workers to replace permanent attrition.

GRAPH 11: ATTRITION PRESSURE WILL NOT BE FELT EVENLY BY INDUSTRY GROUPS, NB, 2008-2018



Occupational Analysis

Looking at occupational data, new jobs are only expected to be created in 5 of the 10 major occupational skill types. The five occupational groups that are projected to experience employment growth are Health occupations, Occupations Unique to the Primary Industries, Occupations Unique to Processing, Manufacturing and Utilities, Natural and Applied Sciences occupations, and Art, Culture, Recreation and Sport occupations. Together these five groups are expected to add 13,876 new jobs to the labour market over the outlook period; unfortunately the other five major skill types are expected to lose 19,076 jobs over the forecast period, resulting in a net loss of 5,200 jobs.

The other important component of future occupational employment demand is the need to replace workers who are leaving the workforce permanently as a result of attrition. The five major occupational skill types that are not expected to contribute to new job growth (Social Science, Education, Government Services and Religion occupations; Business, Finance, Administration occupations; Trades, Transport and Equipment Operators; Sales and Service occupations; and management occupations) are expected to contribute 54.5% of all the total openings (new jobs plus attrition) found in the province over the forecast period.

PROJECTED EMPLOYMENT DEMAND GROWTH & ATTRITION BY OCCUPATIONAL SKILL TYPE FOR NB, 2008-2018

Major Occupational Skill Type	Average Annual Growth	Total # of New Jobs	Attrition	Total Openings	Share of Total Openings
Health	2.5%	8,501	8,211	16,711	21.6%
Occupations Unique to the Primary Industries	1.5%	2,349	3,642	5,991	7.7%
Occupations Unique to Processing, Manufacturing and Utilities	1.2%	1,971	4,638	6,609	8.5%
Natural and Applied Sciences	0.4%	888	3,597	4,485	5.8%
Art, Culture, Recreation and Sport	0.2%	168	1,273	1,441	1.9%
Social Science, Education, Government Services and Religion	-0.2%	-593	7,236	6,643	8.6%
Business, Finance, Administration	-0.5%	-3,157	17,462	14,305	18.5%
Trades, Transport and Equipment Operators	-0.6%	-3,513	12,553	9,040	11.7%
Sales and Service	-1.0%	-8,380	15,383	7,003	9.1%
Management	-1.1%	-3,433	8,563	5,129	6.6%
All	**-0.1%**	**-5,200**	**82,557**	**77,358**	**100.0%**

Post-secondary Credentials

An important factor underlying the shift to a knowledge based economy is the demand for more and higher skills. Particularly in an age with rapidly advancing technology, the need for N.B.'s workforce to have higher education generally along with more technical skills will be imperative in order to be globally competitive. Fortunately, the proportion of the population attaining more education in N.B. over time has been increasing (following chart); as of 2009, 54.3 per cent of N.B.'s working age population had at least some post-secondary education. However, the number of workers with post-secondary education will have to increase at an even faster rate to meet future needs. The latest projections suggest that on average over 78.1 per cent of the total projected openings over the next decade (2007-2018) are expected to require at least some post-secondary education (COPS NB Forecast, 2009). Moreover, the competition for this talent is only expected to increase, as barriers to labour mobility are increasingly being eliminated or substantially reduced.

GRAPH 12: EDUCATIONAL ATTAINMENT IN NEW BRUNSWICK: 1990 TO 2009